

316-618

MAIL TO:  
Office of the Attorney General  
Registry of Charitable Trusts  
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Sacramento, CA 94203-4470

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# COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

## 2004 ANNUAL FINANCIAL REPORT (California Government Code Section 12599)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.

Name and Address of Commercial Fund-raiser:

CF 366  
  
SHARE GROUP, INC.  
99 Dover St.  
Somerville, MA 02144

Name and Address of Charitable Organization:

CT No. 16094 F.E.I.N. No.  
  
UNITED STATES FUND FOR UNICEF  
Name of Charity  
333 East 38th Street, 6th Floor  
Address of Charity  
New York NY 10016  
City, State, and ZIP Code of Charity

Figures from (check one):

National Campaign ☒

California Campaign ☐

Telemarketing  
(Type of Activity)

held (on) (from) 7/1/2003, 2004, to 8/30/2004, 2004  
(Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one)  
If other, provide brief explanation \_\_\_\_\_

Fee ☒ Percentage ☐  
Other ☐

### 1. REVENUE

- A. Cash contributions \$ 349,235 A. ✓
- B. Entertainment sales or admission charges \_\_\_\_\_ B.
- C. Sales from products \_\_\_\_\_ C.
- D. Advertisement sales \_\_\_\_\_ D.
- E. Membership fees \_\_\_\_\_ E.
- F. Other sources: (Specify) \_\_\_\_\_ Fa.
- a. \_\_\_\_\_ Fb.
- b. \_\_\_\_\_ Fc.
- c. \_\_\_\_\_ Fd.
- d. \_\_\_\_\_

### G. TOTAL REVENUE

\$ 349,235. G. ✓

### 2. EXPENSES

- A. Fees or commissions \_\_\_\_\_ A.
- B. Salaries \_\_\_\_\_ B.
- C. Payroll taxes \_\_\_\_\_ C.
- D. Employee benefits \_\_\_\_\_ D.
- E. Cost of merchandise for resale \_\_\_\_\_ E.
- F. Cost of entertainment \_\_\_\_\_ F.
- G. Postage \_\_\_\_\_ G.
- H. Advertising \_\_\_\_\_ H.
- I. Telephone \_\_\_\_\_ I.
- J. Rental of equipment \_\_\_\_\_ J.
- K. Facilities charge \_\_\_\_\_ K.
- L. Permits \_\_\_\_\_ L.
- M. Other expenses: (Specify) \_\_\_\_\_ Ma.
- a. \_\_\_\_\_ Mb.
- b. \_\_\_\_\_ Mc.
- c. \_\_\_\_\_ Md.
- d. \_\_\_\_\_

### N. TOTAL EXPENSES

n/a N.

✓

✓

RECEIVED

OCT 19 2004

Attorney General's  
Registry of Charitable Trusts

**COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES  
2004 ANNUAL FINANCIAL REPORT**

(California Government Code Section 12599)

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3. Amount to Charity (subtract line 2N from line 1G) \$ 349,235. 3.
4. Less additional fund-raising expenses paid by charity (to be completed by charity) \$ 150,220. 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) \_\_\_\_\_ 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) \$ 199,015. 6. ✓

7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?

[ ] Yes [X] No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

- (b) For each affiliation identified in 7 (a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

\_\_\_\_\_  
aiser)

Susan Meehan,  
Printed Name

Vice President  
Title

9/21/04  
Date

\_\_\_\_\_  
ors of the charitable organization for verifying the distribution.

RICHARD ESSERMAN  
Printed Name

VP, FINANCE & BUDGET  
Title

10/5/04  
Date

EDWARD G. LLOYD  
Printed Name

SR. VP AND CFO  
Title

10/6/04  
Date

ITEMIZATION OF EXPENSES OF CHARITABLE SOLICITATION		
U.S. Fund for UNICEF		CONTRACT THRU 6/30/2004
Fundraising Fees	\$144,361	
Printing Costs	\$1,953	
Phone Match Fees	\$2,404	
License & Permit Expenses	\$451	
Postage Expenses	\$1,052	
TOTAL EXPENSES	\$150,220	